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Burbs: Yonkers to hold restaurateur forum; 'Pepsi Generation' ad exec dies

(Original Publication: July 31, 2007)

Would-be restaurateurs yearning for a place of their own will get a lift from the city of Yonkers tomorrow.

Looking to attract more dining spots and food stores in the downtown waterfront area, the city will hold a forum outlining the opportunities and tax breaks the city is willing to offer.

The event will start at 2 p.m. at Zuppa Restaurant, which opened at 59 Main St. in 2003. Mayor Philip Amicone will be on hand, along with Zuppa co-owner Robert Leggio, X2O Xaviers owner Peter Kelly, Struever Fidelco Cappelli project manager Peter Klein, and Steve Sansone, executive director of the downtown-waterfront Business Improvement District.

The program is driven chiefly by more than 3,000 apartment units that are either proposed for construction in the waterfront area or have already been built. Two projects already are under construction: the second phase of Hudson Park with 294 rental apartments, and the Main Street Lofts with 170 units.

To reserve a space at the forum, contact the Yonkers BID office at 914-969-6660 or e-mail Jessica Ardrey at jardrey@yonkersdowntown.com.

'Pepsi Generation' ad exec dies at 79

Alan Maxwell Pottasch, a veteran advertising executive known as "the father of the Pepsi Generation," died in his sleep Friday at the age of 79, Pepsi-Cola North America said.

He joined Pepsi-Cola in 1957. "In the early 1960s, Mr. Pottasch was among the first to recognize the coming youth culture, dominated by so-called 'baby boomers,' " the company said in a written statement. "The landmark effort shifted the focus of advertising from extolling the virtues of a product to celebrating the lives of its consumers - in this case, the young at heart, optimistic and vibrant 'Pepsi Generation.' " The long-running campaign was introduced in 1963. Pottasch also produced celebrity commercials, including those with Michael Jackson in the 1980s.

Although Pottasch retired from Pepsi in 1991, he continued to serve as a creative consultant to Pepsi-Cola and other PepsiCo divisions, based in Purchase.

Pottasch lived in New Fairfield, Conn., with his wife, Lisa, and their daughter, Allison. He is also survived by a son from a previous marriage, Alan Jr. of California, and a sister, Harriett Selig of Florida.

A special celebration of Pottasch's life will be held at PepsiCo's Purchase headquarters at a date to be determined in September.

His family requests that memorial donations go to a scholarship being established in his name in the advertising program at the Pratt Institute in Brooklyn and to the emergency medical technicians service of New Fairfield.
